

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;"><i>WPSY ABC24</i></span> <span style="float: right; margin-right: 20px;">Memphis, TN</span>	<b>Date:</b> <span style="float: right;">10/5/12</span>
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I, Deidre Malone, on behalf of The Carter Malone Group for Stand For Children  
do hereby request station time concerning the following issue:

The November 6, 2012 Shelby County Sales Tax Referendum

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<i>See Insertion Order</i> <i>10/22 - 11/6/12</i>				

**Total Charges:** *\$20,840 gross*

This broadcast time will be used by: STAND FOR CHILDREN

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

STAND FOR CHILDREN

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least by 12n the day before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/5/12      x [Signature]      901.278.0881  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected

[Signature]      SUSAN ADAMS      Local Sales Manager  
Signature                      Printed Name                      Title

**ORDER**

**Orders**  
**Order / Rev:** 67117  
**Alt Order #:**  
**Product Desc:** Oct-Nov 2012  
**Estimate:**  
**Flight Dates:** 10/22/12 - 11/06/12  
**Original Date / Rev:** 10/18/12 / 10/18/12  
**Order Type:** GENERAL

**WPTY - ABC24**

**Primary AE:** Laura Lovejoy  
**Sales Office:** MEM  
**Sales Region:** Local

**Agency**  
**Name:** Carter Malone Group  
**Buying Contact:**  
**Billing Contact:**  
 65 Union Ave Suite 840  
 Memphis, TN 38013

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** CMG Stand for Children  
**Demographic:** HH  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	35	\$8,900.00	\$7,565.00
10/29/12	11/06/12	49	\$11,940.00	\$10,149.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$8,900.00	\$7,565.00	0.00
November 2012	49	\$11,940.00	\$10,149.00	0.00
<b>Totals</b>	<b>84</b>	<b>\$20,840.00</b>	<b>\$17,714.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Lovejoy			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTY	10/22/12	11/06/12	M-F 6a-7a News ABC 24 News at 6a	CM	6a-7a	MTWTF--	:30	5	\$90.00	P-1	0.00	NM	12	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$90.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$90.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$90.00		0.00			
N 2	WPTY	11/05/12	11/06/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MT-----	:30	2	\$90.00	P-1	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$90.00		0.00			
N 3	WPTY	10/22/12	11/06/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	5	\$350.00	P-1	0.00	NM	12	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$350.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$350.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$350.00		0.00			
N 4	WPTY	10/22/12	11/06/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$250.00	P-1	0.00	NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$250.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$250.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$250.00		0.00			
N 5	WPTY	10/22/12	11/06/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MTWTF--	:30	5	\$250.00	P-1	0.00	NM	12	\$3,000.00

Order / Rev: 67117  
 Alt Order #:  
 Flight Dates: 10/22/12 - 11/06/12

Advertiser: CMG Stand for Children  
 Product Desc: Oct-Nov 2012  
 Estimate:  
 WPTY - ABC24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WPTY	10/22/12	11/06/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MTWTF--	:30	5	\$250.00	P-1	0.00	NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$250.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$250.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$250.00		0.00			
N 6	WPTY	10/22/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$400.00	P-1	0.00	NM	12	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$400.00		0.00			
N 7	WPTY	10/22/12	11/02/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	5	\$350.00	P-1	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$350.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$350.00		0.00			
N 8	WPTY	10/22/12	11/06/12	M-F 11a-12p News ABC 24 News at 11am	CM	11a-12p	MTWTF--	:30	5	\$90.00	P-1	0.00	NM	12	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$90.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$90.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$90.00		0.00			
													Totals	84	\$20,840.00

# INSERTION ORDER



**THE CARTER MALONE GROUP**

public relations | marketing | advertising  
communicating your message to the world

CLIENT: **CMG/STAND FOR CHILDREN**  
 STATION: **WPTY Ch-24**  
 Laura Lovejoy, [LLovejoy@abc24.com](mailto:LLovejoy@abc24.com)  
 901.321.7691  
 FLIGHT DATES: **10/22/12 – 11/6/12**  
 SPOT LENGTH: :30  
 BUYER: Regina Harris Jones  
 901.278.0881  
[rhjones@cmgpr.com](mailto:rhjones@cmgpr.com)  
 SUBMITTED: 10/19/12  
 COPY: **TO BE SUBMITTED**

	FREQUENCY		# of SPOTS	RATE	GROSS TOTAL
	w/o 10/22 & 10/29	11/5-6			
M-F: ABC News @ 6a	5	2	12x	\$90	\$1080
M-F: Live w/Kelly & Michael, 7a-10a		2	2x	\$90	\$180
M-F: The View @ 10a	5	2	12x	\$350	\$4,200
M-F: ABC News @ 11a	5	2	12x	\$90	\$1,080
M-F: General Hospital, 1p-2p	5	2	12x	\$250	\$3,000
M-F: The Doctors, 2p-3p	5	2	12x	\$250	\$3,000
M-F: Dr. Phil @ 4p	5	2	12x	\$400	\$4,800
M-F: Family Feud @ 6:30p	5		10x	\$350	\$3,500
	<b>70x</b>	<b>14x</b>			
<b>(84) spots ... \$20,840, gross/ \$17,714, net</b>					